

KEY PERFORMANCE INDICATORS DURING 2015

TOTAL NUMBER OF VISITORS IN 2015

1.6 MILLION

TOTAL SPENDING

\$247.5 MILLION

FAMILY & FRIENDS



700,000
VISITORS

AVERAGE SPEND
\$114 PER VISIT

OTHER PLEASURE



430,000
VISITORS

AVERAGE SPEND
\$140 PER VISIT

LEISURE & RECREATION



255,000
VISITORS

AVERAGE SPEND
\$182 PER VISIT

BUSINESS



220,000
VISITORS

AVERAGE SPEND
\$271 PER VISIT

TRACKED ACTIVITY



SPORTING EVENTS

230,000 VISITORS

CONFERENCES

27,300 VISITORS



FESTIVALS

50,300 VISITORS

HOTELS OCCUPANCY RATE

58%



MUSEUMS

29,500 VISITORS

GDP

TOURISTS' SPENDING

Simulates close to

\$147 MILLION

in economic output

TOURISTS' SPENDING
Supports the equivalent of

2,320 FULLTIME LOCAL
JOBS

